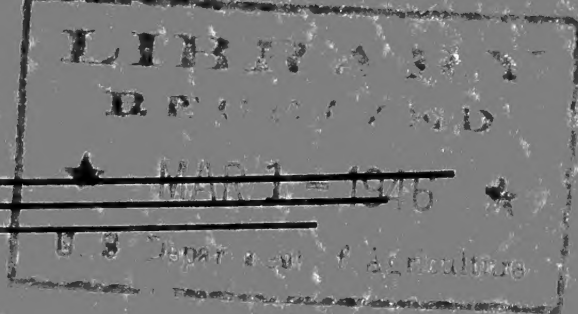


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1946

EXHIBITION DAHLIAS



Introducers of
"Certificate of Merit" and "Honor Roll" Dahlias

RUSCHMOHR DAHLIA GARDENS

38 VINCENT STREET

ROCKVILLE CENTRE, L. I., NEW YORK

Telephone: Rockville Centre 6274

1946

EXHIBITION DAHLIAS



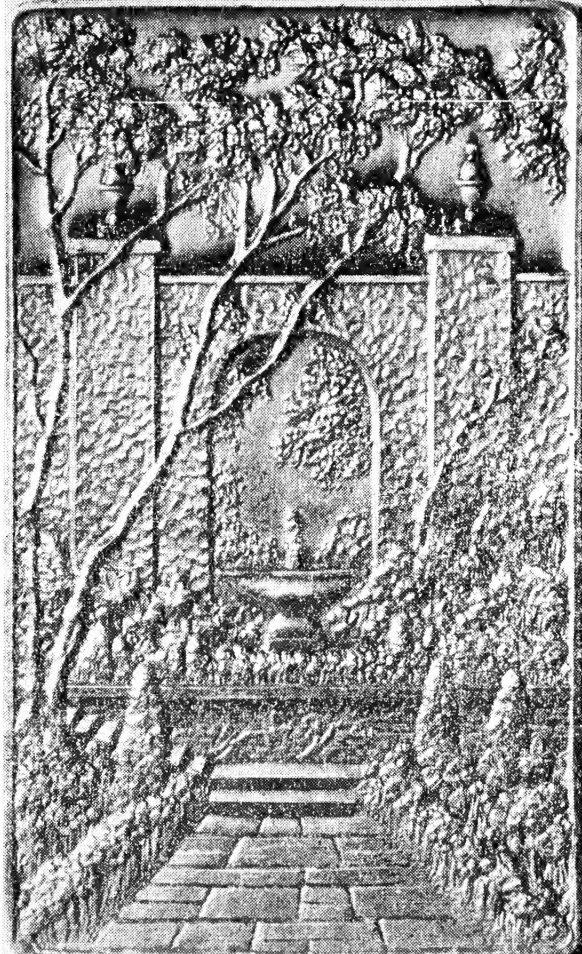
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The American Home
Achievement Medal

Greetings

Dear Dahlia Friends:

Now that the war is over, we anticipate a large demand for dahlias. In fact catalog requests thus far received have already confirmed this. In order to meet this demand we are confining our greenhouse to the propagating of dahlias and are discontinuing the growing of vegetables. We want to take this opportunity to thank our customers for their cooperation and patience they have shown during the trying years of the war. With various restrictions lifted and improved shipping conditions, we hope to serve you better this coming season.

We have continued our practice of only digging roots of only healthy plants and have discarded those that have proved otherwise. In spite of an unusual season, our dahlia crop was exceptionally good. Nevertheless, we continue to recommend ordering early, for we anticipate a shortage of a number of varieties.

We are primarily introducers and the performance of our introductions over a period of years is a matter of record. Annually, we have many dahlias sent to us for trial for introduction, but it is not our policy to introduce any of them, unless they have received Certificates of Merit at the various American Dahlia Society Trial Grounds or those included in the various Honor Rolls of the country.

It is our earnest wish that you have a most glorious dahlia garden in 1946.

Cordially yours,

RUSCHMOHR DAHLIA GARDENS

RUSCHMOHR INTRODUCTION

★ ★ ★ ★ ★ FIVE STAR GENERAL ★ ★ ★ ★ ★

Another one of our giant introductions



FIVE STAR GENERAL

FIVE STAR GENERAL (Ramage). Formal Decorative. Blend of amaranth pink and tyrian pink, arranged in lines intermingled, petals edged maize yellow, rendering a pastel effect, which is quite attractive. Very large blooms 10 to 13 inches $5\frac{1}{2}$ to 6 inches. Strong stems. Blooms facing side, petals pointed. Sturdy plant growth, about $5\frac{1}{2}$ ft. tall. Excellent foliage. Free and consistent bloomer from early to late in the season. Highest scoring dahlia in Midwest Trial Ground in East Lansing, Mich., with a score of 86. Also received certificates in 3 other trial grounds of the American Dahlia Society, at Storrs, Conn., Cincinnati, O., and Fairmont, W. Va., making it a contender for the D. W. Hart Gold Medal. Listed on the 3 Honor Rolls of the country. A sure winner in the blend formal class.

Roots \$15. net

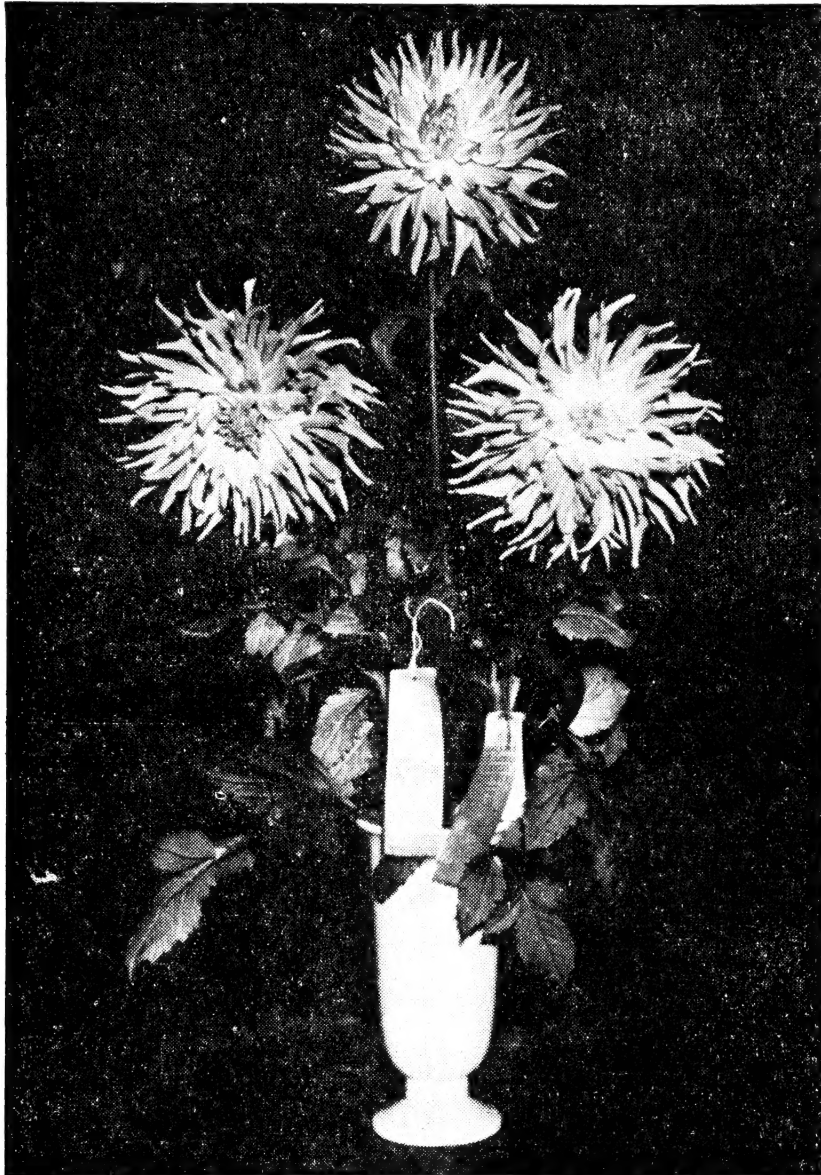
Plants \$7.50

3 for \$20. net

RUSCHMOHR INTRODUCTION

CORAL CACTUS

Outstanding blend incurved cactus



CORAL CACTUS

CORAL CACTUS (Bennett-Beckmann). Incurved cactus in a beautiful shade of coral pink with blend light orange buff at center. Blooms about 7 to 8 inches by 4 inches. Plants about 4½ tall. Good stems and foliage. The dahlia with the outstanding show record of the year. Winner of the American Home Achievement Medal at the N. J. Dahlia Society Show, also the Greater St. Louis Show. Runnerup at the Washington, D. C. Show. Winner of Silver Certificate as best incurved cactus, in B type dahlia seedling class, in A.D.S. Show in N. Y. Winner as the most outstanding entry in the open to all class for B type dahlias in Scranton Show. Winner as best basket of B type dahlias in Washington, D. C. as well as in St. Louis. Also special award for B type dahlias in Washington, D. C. and St. Louis Shows. Best incurved cactus seedling in the L. I. Show. Certificate of Merit at A.D.S. Trial Grounds in Storrs, Conn. Listed on the three Honor Rolls of the country.

Roots \$10. net

Plants \$5.00

3 for \$12.50 net

1946 Introductions of Other Growers



AGLOW (Dahliadel) I. D., Warm amber yellow, heavily suffused scarlet on the center area of each petal, and is enhanced with a golden sheen overall. A fine open grower, producing deep full blooms on long erect stems, without disbudding. Blooms easily average 10 x 6 inches and the bush is about 6 ft. tall. One of the most appealing of all shades.

Roots \$10.00 net

Plants \$5.00

BEDFORD BEAUTY (Frank's) I. C. Color, light amaranth pink, with white around the center. It is an early and free flowering cactus with a new formation, having evenly narrow petals from tip to base. Bush 4 ft., pinched flowers 6 x 3, facing on long wiry stems, excellent exhibition and cut flower novelty. Winner of the American Home Achievement Medal in 1943, best seedling and best cactus in that show.

Plants \$2.50 net

CLARIAM DAWN (Wolbert-Rocky River) F. D. Rich autumn shade of deep gold. A fine exhibition variety. Bloom 10 x 5. American Home Achievement Medal winner at the Louisville Show. Winner as the best seedling in Midwest Show in Cleveland. On Midwest and Eastern Honor Rolls.

Plants \$7.50

COLONEL LITTLE (Ambrose) I. D., Bright scarlet orange, with curly, twisting petals showing lighter tones, shading off to a yellow reverse. Winner as the best seedling in the Norfolk and Richmond shows of the Virginia Dahlia Society. Listed on the Pacific Coast Honor Roll.

Roots \$10.00 net

Plants \$5.00

DOUBLE DUTY (Goddard-Rocky River) M. S. C., An outstanding miniature of carmine red with serrated petals. A good grower and producer of many fine specimen blooms. Has many winnings to its credit, including the American Home Achievement Medal at East Liverpool in 1944. On Western Honor Roll in 1944 and Eastern Honor Roll in 1945.

Plants \$2.50

FLORISTS' BEAUTY (Parrella) F. D., Amaranth purple, with fine white tips, pointed petals. Size of blooms 6 to 7 inches. Held on perfect stems. All flowers facing. Excellent keeping qualities. On Eastern Honor Roll.

Roots \$5.00 net

Plants \$2.50

3 for \$6.00 net

GAY LASSIE (Forest View) S. A new outstanding single of ox-blood red tipped ivory white with yellow pollen center. Good stems, bush 5 to 6 ft., rugged grower. Two Certificates in 1945 and one in 1943. Best single seedling in L. I. Show. On Eastern Honor Roll.

Roots \$5.00

Plants \$2.50

3 for \$6.00 net

GOTTLIEB'S PURPLE (Louis Gottlieb) F. D. Beautiful deep purple, blooms facing side. Excellent long canelike stems. Blooms 6 to 7 inches. Fine foliage.

Roots \$10.00

Plants \$5.00

HESTER PAPE (Pape-Rocky River) Color reddish purple. Blooms 12 x 5. American Home Achievement Medal winner at Cleveland and Baltimore and tied for medal at East Liverpool. Listed on the 3 Honor Rolls of the country.

Plants \$7.50

LITTLE BEAUTY (Australia) Pom. Perfect finely quilled pom of best exhibition type, perfectly round. Color is ivory flushed pink.

Plants \$1.50

LITTLE BOBBY (Rice) Pom. Carmine, clear bright flowers about 1½ by 1 inch. Good centers and finishing round to the back. Deeper color than Johnny and lighter than Ebony. Needed in the red pom class in the shows. Best small type seedling in the L. I. Show, as well as best pom and pom seedling in the show.

Roots \$3.00 net

Plants \$1.50

3 for \$4.00 net

LITTLE MARVEL (Australia) Pom. Firmly quilled perfectly round and of the best exhibition type. Color scarlet.

Plants \$1.50

LOVELINESS (Franks) R. C. Rosy pink with salmon blending into sulphur yellow center. Bush 4 ft. pinched flowers 6 x 3, facing on long wiry stems. Blooms from early August to frost. Won as most outstanding entry in the Midwest show in Cleveland, capturing 3 specials.

Plants \$3.75 net

MILLER'S MAROON (Miller) F. D. Very dark maroon. Blooms 6 by 4 long stiff stems. Good foliage Bush 5 ft. Dahlia has excellent keeping qualities.

Roots \$10.00

Plants \$5.00

MISS SAN DIEGO (Comstock) I. C. Lacinated cactus. Lemon yellow, outer half of bloom tyrian pink. Blooms 9 x 7 on long straight stems. Achievement Medal winner at Inglewood, Cal. in 1944. Certificate of Merit at East Lansing, Mich. Listed on the 3 Honor Rolls of the country.

Plants \$7.50

MRS. EDWARD DIEHL (Lakeside) R. C. Peach red, blended with deep chrome yellow. Size 6 x 3 inches. Fine for commercial and basket exhibition. Certificate at East Lansing, Mich. Listed on the Eastern Honor Roll.

Plants \$5.00 net

MRS. E. J. (Rocky River, R. C. Clear brilliant pink with white centers and very lightly tipped white. Exceptionally good substance. Winner of 3 Certificates of Merit at Storrs, East Lansing and Cincinnati.

Plants \$5.00

PARDNER (Dozier-Robens) I. D. Giant peach buff informal decorative with a faint tint of amethyst. Has been grown 12¾ in. diameter by 11 in. deep. On East and West Coast Honor Rolls.

Plants \$7.50

PATRICIA (Huey-Robens) I. D. Large pink. 10½ by 5½ inches. Flower facing side on adequate stems. Foliage is insect resistant. Listed on the 3 Honor Rolls of the country.

Plants \$7.50

RAY SMITH (Scheffel) S. C. Lavender with white tips. Bush 5½ to 6 ft. Bloom 10 by 6 to 11 by 7. Clean grower with long stiff stems and fine foliage. Perfect centers and good keeper. American Home Achievement Medal Winner in Scranton, Pa. and Washington, D. C. and many other seedling class winnings, including N. Y. and L. I. Shows. Listed on Eastern and Pacific Coast Honor Rolls.

Plants \$7.50

SEA FOAM (Wolfe) F. D. White. Received Certificate of Merit at East Lansing, Mich.

Plants \$5.00

SNOW (Dahliadel) F. D. Pure white with petals lightly edged lavender. Blooms are 3 x 2 inches. Bush 3½ ft. It is extremely early and needs no tampering.

Roots \$5.00 net

Plants \$2.50

SOPHIE K. HEINTZ (Franks) S. C. Outer rows of petals are carmine rose tipped yellow and blend into yellow center. Bush is 5 ft. tall pinched. Flowers 7 x 4, facing on long cane like stems and the perfect keeping qualities and its pleasing color combination make it an ideal variety for cutting and exhibition. Winner of American Home Achievement in 1945.

Plants \$3.75 net

SUPREME COMMAND (Boram-Parrella) I. D. to F. D. Color spectrum red all through the flower. Size 11 by 7. Plant is vigorous grower with fine branching habit. Flowers are facing. Cane like stems. Plant 5 to 6 ft. Listed on Eastern and West Coast Honor Roll.

Roots \$15.00 net

Plants \$7.50

3 for \$20.00 net



COL. LITTLE

Standard Varieties



	Plants	Roots
ALMINA, S. C., Yellow	\$1.50	\$ 3.00
BALLAY ROUGE, I. C., Bright red	3.75	7.50
BELLVEDERE, I. D., Silver pink	3.75	7.50
BLACK MONARCH, S. C., Dark maroon	3.75	7.50
COMMANDO, F. D., True phlox purple	1.50	3.00
CROWNING GLORY, S. C., Pink and cream	1.00	
D-DAY, F. D., Pink	2.50	5.00
DEEP PURPLE, F. D., Large purple	1.00	net 2.00
DIXIE'S WINEDOT, I. D., Spreckled red and white	1.50	3.00
ESSIE SMITH, S. C., Amaranth pink	net 2.50	net 5.00
FAITHFUL, S. C., White	3.75	7.50
FRECKLES, I. D., Red and yellow bi-color75	1.50
GENERAL JOHN J. PERSHING, S. C., Varigated orange and red	3.75	7.50
GINGER ROGERS, I. D., Citron yellow	1.00	net 2.00
HILDA FIORETTI, S. C., Pink	3.50	7.50
HILLSIDE BEAUTY, I. C., Orange buff	1.25	2.50
HOOSIER MARVELL, S. C., Yellow	3.75	7.50
IRENE DUNNE, R. C., Rose pink	1.50	3.00
IVORY PRINCESS, S. C., Large ivory	1.00	2.00
JAMES ROSS, F. D., Amaranth purple	1.50	
JANE LAUSCH, S. C., Bi-color, rosy mauve, tipped white ..	3.75	
JOAN FERENZ, I. D., Chrome yellow	3.75	7.50
KING PETER, F. D., White & lavender blend	1.00	2.00
KIRSTEN FLAGSTAD, I. D., Rich gold	3.75	7.50
L. C. K., R. C., Autumn yellow	2.50	
LUCKY, R. C., Red	2.00	3.75
MAFFIE, S. C., Large intense red	1.25	2.50
MOLLIE, B. I. D., Large tyrian pink	1.25	
MOSCOW, I. D., Carmine	3.75	7.50
MRS THOS. A. EDISON, Red and silver	1.25	2.50
MRS. F. H. STRICKLAND, I. D., Shell pink	3.75	7.50
MURPHY'S MASTERPIECE, I. D., Large red50	
NANCY ANN MITCHELL, I. C., Scarlet red75	
OGDEN REID, I. D., Pink blended with rose	6.00	12.50
PYGMALION, S. C., Bronze red	1.00	2.00
REGALIA, R. C., Red and silver reverse	1.25	2.50
RITA WELLS, I. D., Large grenadine pink and buff50	
ROSELYN STRAIGHT, S. C., Apricot yellow	2.50	5.00
RUDOLF'S GIANT, I. D., Buff apricot50	1.00
SAARLAND'S HEIMKEHR, R. C., Yellow and pink50	.75
SARETT'S PINK FLAMINGO, I. C., Rose pink	2.50	5.00
SHERWOOD'S PEACH, I. D., Gigantic ocherous buff	2.50	5.00
SILVER JUBILEE, I. D., Pink and white bi-color	3.75	7.50
SNOW BALL, I. C., Pure white50	

	Plants	Roots
SON OF SATAN, S. C., Red50	.75
STRAIGHT'S WHITE, I. D., Pure white75	net 1.50
SUNRAYS, I. D., Orange and buff50	1.00
THE DRAGON, I. D., Yellow and shrimp pink	1.50	3.00
THE REAL GLORY, F. D., Pure white	1.00	2.00
TOP FLIGHT, S. C., Bright blood red	1.00	2.00
UNITED NATIONS, I. D., Autumn	1.50	3.00
V-DAY, S. C., Brilliant dark rose	2.50	5.00
VICTORY, F. D., Rose pink	1.00	2.00
VIRGINIA RUTE, S. C., Red75	1.50
WAAC, F. D., Blended yellow and pink	1.25	2.50
WATCHUNG GIANT, I. D., Autumn50	.75
WINGS, S. C., Dark carmine	1.25	2.50
WINTER MORN, S. C., White	1.25	2.50
WORLD EVENT, I. D., Amaranth pink	2.50	5.00

POM PONS

ATOM, Fiery red50	.50
BETTY ANN, Pink50	.50
BRASS BUTTON, Yellow50	.75
CELESTIA, White50	.75
CLOVER, White with pink tint50	.75
EBONY, Dark Maroon50	1.00
EILEEN, Lavender and white bi-color50	.75
LITTLE JACKIE, Yellow50	.75
MABEL AMOS, Deep mauve50	.75
MELROSE BABY, Cherry red50	1.00
MISS MARJORIE, Mulberry50	1.00
MRS. J. TELFER, White50	.75
PINK DUCHESS, Delicate pink50	.75
ROSE GAY, Pink50	1.00

MINIATURES

ANDREAS ORANGE, M. S. C., Bright orange50	.75
BETSY T., M. S. C., Lavender50	.75
BRIGHT LASS, M. F. D., Rosy red50	.75
BUDDY, M. F. D., Dark maroon	1.00	2.00
DUBONET, M. S. C., Wine red50	.75
EDNA L., M. S. C., Tyrian pink50	1.00
GENEVA CRYSTAL WHITE, M. S. C., White50	1.00
JUBILANT, M. I. D., Cherry red and orange	1.50	3.00
LITTLE SISTER, M. I. D., Maroon tipped white	1.50	3.00
PEGGY LINDLEY, M. F. D., Golden amber50	.75
PETITE PARISIENE, M. R. C., Yellow and amber50	1.00
RICKY, M. F. D., Red and white bi-color50	.75
SUSAN R., M. S. C., Salmon pink50	1.00
WHITE FAWN, M. F. D., White50	.75

ORCHIDS AND SINGLES

JERSEY MAID, S. Yellow and white bi-color50	1.00
MARSHALL'S GLORY, O., Red and white bi-color50	1.00

Choice California Dahlia Seed

Our dahlia seed is produced by some of the finest growers in California. They are taken from large plantings of Certificate of Merit and Honor Roll Dahlias. Some of the leading Honor Roll and American Home Achievement Medal Winner dahlias have been produced from our seed. We can supply a limited amount of seed from named varieties. Let us know what varieties you desire seed from.

Seed from mixed varieties is as follows:

20 for	\$ 1.00
60	"	2.50
120	"	5.00
1000	"	35.00

Seed from named varieties is as follows:

20 for	\$ 1.00
50	"	2.50
100	"	5.00
1000	"	40.00



SARETT'S PINK FLAMINGO

OUTSTANDING WINNER OF 1944 & 1945 SEASONS

T E R M S

Remittances must accompany all orders.

We prepay postage or express charges on all retail orders in excess of \$3.

Wholesale orders will be shipped express collect.

We never make substitutions unless authorized.

Our plants are full grown and raised and shipped in three-inch pots.

ROOTED CUTTINGS: It is not our policy to recommend the purchase of rooted cuttings by any other than experienced commercial growers of dahlia plants. We will furnish well rooted cuttings on those varieties wherein we list plants of \$2.50 and over. Prices are one third less than the list price of plants.

CLUMPS: We can supply clumps on the varieties where we list the price of roots, for Fall delivery or in time for propagation.

We guarantee all our stock to be healthy and true to name and will be responsible to the extent of replacement of stock or refund of the exact amount involved but no further.

Our greenhouse has been certified by the United States Department of Agriculture and is inspected frequently. Every root and plant we ship out of the quarantined area for Japanese Beetle and European Corn Borer is examined by a United States Department of Agriculture Inspector who renders a certificate upon completion of inspection of each individual shipment.

All abbreviations are as follows:

(I.C.)	Incurved Cactus
(R.C.)	Recurved or Straight Cactus
(S.C.)	Semi Cactus
(F.D.)	Formal Decorative
(I.D.)	Informal Decorative
(B.)	Ball
(C.)	Collarette
(O.)	Orchid
(S.)	Single
(M.F.D.)	Miniature Formal Decorative
(M.I.D.)	Miniature Informal Decorative
(M.S.C.)	Miniature semi Cactus
(M.R.C.)	Miniature Recurved Cactus

JOIN THE AMERICAN DAHLIA SOCIETY

We invite our friends and customers to join the **AMERICAN DAHLIA SOCIETY** and become a part of this great National organization whose interest is devoted solely to the improvement of the Dahlia.

The Quarterly Bulletin—a real Dahlia Magazine—gives all the up-to-date Dahlia news, information about, and illustrations of new varieties, the latest cultural hints (growing 'em big, root storage, etc.), and is a really worth while guide to any lover of Dahlias. The Bulletin alone is worth much more than the cost of the annual dues.

Trial Gardens—4 official gardens are maintained where new varieties are tested and scored each year. Full reports from all these gardens are published in the Bulletin yearly. Research work on insect and disease control is sponsored.

Dahlia “fans” in every state of the Union and many foreign countries are members and frequently contribute news to the Bulletin. Membership includes admission to, and the privilege of exhibiting at all the National exhibitions which are held each September in some National center.

APPLICATION FORM

Dues \$3.00 per year.
Payable in advance.

To Dr. Ward H. Cook,
Secretary of The American Dahlia
Society, Inc., 34 Puritan Avenue,
Tuckahoe 7, New York.

JOIN NOW—and we
know you will not
regret doing so.

Enclosed find \$3.00 for which please
enroll me as a member of your Society.
Send copy of the current Bulletin.

Proposed by:

Ruschmohr Dahlia Gardens,
Rockville Centre, N. Y.

Name

Address

.....

DIRECTIONS FOR THE GROWING AND CULTIVATION OF EXHIBITION DAHLIAS

Time — The proper time to plant dahlias for exhibition purposes in this climate is about the tenth of June. Of course, if one is not depending upon the shows, they can be planted as soon as the frost is over. In this climate we advise a succession of planting from May 15 to July 1.

Preparing Soil — About one week or ten days before planting, spade your garden and leave it in the rough, then broadcast into soil to every 100 sq. ft. or to approximately ten dahlia hills 5 lbs. raw bonemeal mixed with 2 lbs. of muriate or sulphate potash which should be raked into the soil thoroughly.

Planting of Roots — Plant about 6 inches deep, no more, laying root flat on its side with eye facing upward. Fill hole only halfway to top and as sprout grows gradually fill in.

Planting of Green Plants — As plants are received, remove cartons and leave in pot. Soak them in shallow water for a few minutes in order to freshen plant after its journey through the mail. Set out plants in late afternoon or on a cloudy day, removing pot from plant. Make sure that plant is planted deep enough and if the following day should be hot and sunny, suggest shading plant with a peach basket during the heat of the day. Fill hole gradually with dirt as plant grows.

Stakes to which the plants are to be tied should be inserted at the time of planting; this also applies to roots.

Cultivation — Keep soil well pulverized and suggest cultivation about 24 hours after rainfall, in order to keep the soil from becoming baked. This is very important and should there be lack of rain, suggest weekly cultivations. Discontinue all cultivating after August 15, as roots have a tendency to come to top and will be disturbed by continuous cultivating.

Watering — Unless weather is very dry, dahlias will need no water until they commence to bloom. Then water thoroughly, soak the ground every week or ten days as needed.

Insects — Can usually be controlled by spraying weekly with a good insecticide. Even though plants appear to be clean and healthy, a weekly spray will act as a preventive. When you find a flower is being eaten or a stem drooping, make a search and you will be sure to find the troublesome pest, and kill it.

Disbudding and Disbranching — To get large flowers on long stems it is very necessary to disbud and disbranch. When plants come up leave only one stalk. After three sets of leaves appear, pinch out the crown or center. In a short time a top pair of laterals will make themselves evident which eventually will be a branch of the dahlia bush. When the buds appear, leave only one of the three buds that usually come in a cluster, pinching out the side two. New branches will appear in the form of laterals between the leaves and the stalk. These should also be pinched out and it is well to pinch out all laterals below the remaining bud except the two nearest the main stalk. This will keep your plant low and bushy and you will have many flowers on long stems from branches below which will develop rapidly.

Fertilization — About the 10th of July give each dahlia a handful of potatoe fertilizer (5-10-10). When buds appear which is about Aug. 25, it is well to give the plants a top dressing of fertilizer. We would suggest at that time the following: 3 lbs. raw bone meal, 4 lbs. sheep manure and $\frac{1}{2}$ lb. of sulphate or muriate of potash. Mix this well and broadcast not closer than 6 inches nor more than 18 inches from the stalk. The foregoing application should be sufficient for 10 hills. No more fertilizer is required for the balance of the season.

Cut Flowers — Dahlias should be cut in the early morning or in the evening after sundown. After flowers are cut dip stems into hot water (about boiling) for one or two minutes. Then place in deep cold water in a cellar for a few hours to freshen. Flowers then may be ready to ship by packing in strong corrugated boxes, laid out in florists tissue paper. It might be well to fold up newspapers to act as a pillow for the large blooms to rest on in order to avoid bruising.

Storage — After the black frost has killed the dahlias, cut the tops at the ground and dig them carefully with a good fork, being careful not to strain the necks of the roots. Cut stalk with 2 inches of crown and allow clumps to dry out in the sun three or four hours before placing into barrels or boxes. Suggest that clumps be placed in inverted position while drying, in order that water in stems will drain out. It is well to allow soil to cling to clumps to prevent root necks from breaking and excessive drying of tubers. A good potato cellar is very desirable as a storage bin for dahlias. If this is not available, keep them as far as possible from the heater and in a space where the temperature will not go below 40 degrees nor above 55 degrees.

Preparing Soil for Next Year — After roots have been dug spade the garden and plant winter rye. If your soil has a tendency to be acid would broadcast lime stone over it. The spreading of cow manure over the winter rye will also be very beneficial. Turn rye over just before it goes into stalk which in this climate is usually about the first week in May.

PRESS OF
ELLISON & SON
218 WILLIAM ST., N. Y. 7